

THE GLEICHEN CALL

VOLUME XXXIV

NO. 17

GLEICHEN, ALBERTA, WEDNESDAY JULY 9, 1941

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ITEMS OF INTEREST OF THE TOWN AND DISTRICT

Mrs. Hill of Calgary was a recent guest of Mrs. E. Wright.

Mrs. Muff Doan and family of Halkirk, are at present visiting Mr. and Mrs. U. Lawrence.

Mr. and Mrs. F. McKay of Calgary spent several days in town last week visiting their son Whitten and family.

The combined Congregational Sunday School and Little Helpers picnic of St. Andrew's Church has been postponed to a later date which will be announced in due time.

Mr. Jack Wade of Colorado and Mr. Tom Knight of Cody, Wyoming were week end visitors of Mr. and Mrs. U. Lawrence. Mrs. Wade is a brother of Mrs. Lawrence. They have since left to attend the Calgary stampede.

The Gleichen U. F. W. A. met at the home of Mrs. W. Nune on July 3rd with 19 members and five visitors present. Roll call was answered by Mrs. W. Nune. The ladies of the afternoon quilted a Red Cross quilt. Mrs. Karl Sammons gave a contest and the prize was won by Mrs. J. A. MacArthur. The contest was answered by Mrs. Arthur McLean who is leaving Gleichen today. The next meeting will be held on July 17 at the home of Mrs. Foster.

LADIES SOCIAL CREDIT GROUP MEET

Some twenty members and friends of the Meadowbrook Social Credit Group spent a very pleasant afternoon at the home of Mrs. G. C. Bell. Roll call was answered by Mrs. Bell. Social Credit has done for Alberta. All were pleased to hear that Mrs. A. Hayes is progressing nicely after her illness and hoped she would be able to visit with them again soon. After regular business a lively discussion on current events took place. The program committee took that all members hand in suggestions for the new program at the next meeting. Mrs. Neil McMillan read a very good article on the money question as viewed by a U. S. newspaper editor. In the draw for the cushion down by Mrs. K. C. McPherson. Margaret Holt won the lucky ticket. A very interesting musical contest was sponsored by Betsy Bell, the prizes going to Barbara Day and Olga McMillan. Two very lovely duets were sung by Betsy and Ann Bell.

A delicious tea was then served by the hostess. To make the tea hour even more enjoyable the meeting had the pleasure of hearing Mr. Meador of Husar, who arrived unexpectedly. As Mr. Meador is a member of the central executive of the group was indeed fortunate to hear a few words from him. He gave the group much encouragement, told them to keep organized and active because there would come a time, when the war had been won, when there would be much work for Social Credit. The next meeting will be held at Mrs. Erford's home and all are invited to attend.

THE WORLD OF WHEAT

When it was proposed to place a processing tax on Canadian wheat used in Canada, in order to increase the price of wheat a few cents a bushel to our farmers, some people took exception to the plan to the grounds that if the price of wheat were to be raised, then the price of bread would increase, and it was maintained, this would inflict a severe hardship upon industrial workers and others in Canada.

It is more important, for one thing, for those who held such views to realize that the price of wheat today is far below the cost of production, and is entirely out of line with industrial wages, and that as soon as foreign markets are restored and sur-

News Items of Local Interest

Mr. and Mrs. D. Bond spent several days at Banff during the past week.

Major and Mrs. J. J. Sutherland are visiting points west on their holidays. They expect to be away about three weeks altogether.

Jack and Babe MacArthur left last week for California to visit their mother who is not enjoying the best of health.

Mr. Marshall Lawrence and Miss Violet Worman of Drumheller were three day visitors at the home of Mr. and Mrs. U. Lawrence.

Corp. G. Henderson, of the R.C. A.P. and Miss Lois of Calgary spent the week end in town visiting the latter's aunt Mrs. Geo. Evans.

Marcellus Bollinger, Jr., B.Sc., returning home after graduating as an engineer from a university in California. Before leaving California he had several offers of positions in the States but decided he would like to be nearer home. At present he is on the staff of the C. P. R. at Ogden shops, Calgary.

During the past week or two Engineer Lester has had a squad of men repairing sidewalks in town. As a consequence a lot of the sidewalks have lost their wave like appearance. Mr. and Mrs. Geo. Alstet, who are now living in the state of Washington, spent several days in town visiting Mr. and Mrs. W. Varnell.

Everybody who can get away appears to be heading westward for the big Calgary show. Monday business in town was practically at a standstill for there was very few people in town.

Prices are reduced, then the price of wheat will naturally rise to a more reasonable level. Even a considerable rise in the price of wheat, however, should not but little effect upon the price of a loaf of bread. A pound of wheat makes a pound of bread, so that an increase of, say even 30 cents a bushel in wheat, half a cent a pound, should not increase the price of bread by much more than about one cent. A sound and such a slight increase, is, of course practically negligible.

ST. ANDREW'S CHURCH

Evening at 7.30 p.m.
Rev. L. T. Pearson, B.A. (Incumbent).



When land was new and wheat comparatively high in price, the practical farmer paid little attention to the scientific agriculture of the so-called white collar farmer. Now that we are being overrun by weeds, and wheat is in the doldrums, the importance of proper efficiency and regard for permanent fertility is accepted. If all the knowledge accumulated at experimental farms could be applied to the farming industry, farmers would be much more prosperous and farms in much better condition to hold out to the next generation. New and improved varieties of wheat are being raised. The wheat stem rust problem was solved almost overnight, not merely through the development of rust-resistant varieties, but because farmers accepted them. Weed, soil drifting and water erosion problems could be solved in a similar manner. If full use were made of information available at experimental farms and stations. The gap between agricultural knowledge and applied practice is far too great. Much is being done to reduce this gap, not merely through the development of rust-resistant varieties, but because farmers accepted them. Weed, soil drifting and water erosion problems could be solved in a similar manner. If full use were made of information available at experimental farms and stations. The gap between agricultural knowledge and applied practice is far too great. Much is being done to reduce this gap, not merely through the development of rust-resistant varieties, but because farmers accepted them.

Mr. Joseph Plante and children of Calgary are visiting Mr. and Mrs. Thos. Plante.

Mrs. R. W. Brown and Mrs. L. Michael are attending the provincial meeting of Women's Institute in Edmonton.

An automobile race was witnessed here last week between a big six cylinder car driven by a man with a red jacket and stripes on his pants, the other car being a little old Ford, with an insignificant driver with glasses on his nose and Johnny Walker under the cushion, but despite the latter's handicap he cut corners and

people left in the town and district. Evidently the parade and fireworks in Calgary were the main attraction to Gleichen people.

The Gleichen U.F.W.A. met at the home of Mrs. H. G. Perry's with 19 members and five visitors present. Roll call was answered by Hints o-Blique. The secretary was instructed to buy Victory Bonds with the \$75 bond which the organization has cashed. A quilting box was held at the home of Mrs. Warner when 14 members spent the day quilting two quilts and tying two dolls. A pot luck dinner was enjoyed by everyone. The four finished quilts were donated to the Red Cross.

In the early days of the world it was necessary that the small number of human beings on the face of the earth should, for the sake of mutual protection, divide themselves into tribes. A few families joined together and formed a tribe and for many hundreds of years attachment to the tribe was the most marked characteristic of the human race. The tribal instinct exists to the present day. The individual lives his own tribe and has all other tribes, making his own tribe to be the best, biggest and bravest in existence, considers every other tribe to be inferior and takes delight in denouncing them, making war upon them. Germany is the best example of this tribe stuff the world has known. The word "tribe" comes out of use, and the word nation substituted in its place. But what is now called patriotism is after all nothing more than pure, unadulterated tribalism, and it is patriotism which is the cause of every war with its barbarism, cruelty and murder.

The men who have made marked success in business have been men of nerve. The men who have become discouraged at the first bad season or when business becomes dull have been the men who have failed. Perseverance and success are inseparable. After a lively season of business when the dull days come on there is more reason than ever for exercising business nerve. The duller business becomes the more effort should be put in advertising a business. It is this way business will be attracted for it is then the faithfarted quack hating and you have the advantage. It is easy to win trade when the other fellow lays down. The man he faints by the wayside finds recovery a slow business. Trade is hard to forget a man who forgets to solicit trade. It is tedious and requires a great deal of courting. Try regular, persistent, faithful, never-give-up, stick-to-it advertising and half the fight for fortune will be done.

FROM THE FILES OF GLEICHEN CALL TWENTY YEARS AGO

"Say, we did not come down here to play a bunch of kids. Get out the senior team and we will play them." Thus spoke the members of the South Calgary High School baseball team, just before the game last Saturday, at the meeting of the Gleichen school, who replied with, "I am satisfied with my boys." There is no doubt about being satisfied for everybody saw this part of the country were, for at the conclusion of the game the score stood 17-3 in favor of Gleichen. The Gleichen boys show evidence of careful coaching and it is not often that they make boneheaded plays.

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QUEEN'S CONVOY BRINGS FOOD TO BOMBED COVENTRY—The gift of H. M. Queen Elizabeth, these mobile canteens known as "Queen's Messengers" are seen bringing food to the savagely bombed British town of Coventry. Staffed by Women's Voluntary Services girls they sped through the night and at day break were serving meals to homeless people at the rate of 2,000 an hour.

MAIL FOR TROOPS IN CANADA SHOULD HAVE POST OFFICE ADDRESS

The incomplete addressing of mail intended for soldiers at training centres in Canada is the cause of numerous delays in delivery. Hon. William P. Mulock, K.C., postmaster general, to obviate this situation, again requests the full co-operation of the public in writing out in full the correct and complete address on all military mail.

It is essential that the post office place name should always be included in the addresses of mail posted to soldiers still in Canada because their mail is handled by the civil post offices and not by the Army Postal Service. The confusion of the name of place where the soldier is located has resulted in many such letters and parcels being forwarded to the Base Post Office, where it is found that the Units named in the address are still in Canada. The resultant delay thus caused, and the extra work thrown upon the Canadian Postal Corps in locating the addresses of this mail would be entirely eliminated if the rules of correct addressing are observed.

All letters should be fully prepaid and a return address should be given in the upper left-hand corner.

made a clean get away.

Capty Smart, Calgary's veteran fire chief, inspected the local brigade the other afternoon. Chief Smart was accompanied by Captains Knight and Fitz, the chief driver and Mr. Gillespie, financial officer. On arrival the visitors were met by Mayor Pothoep, Chief Walsh and Geo. Matthews, president of the Board of Trade. They looked over the water system and the fire fighting system. An alarm was turned in and in four minutes two lines of hose were laid and water turned on the upper story if the Gleichen Hotel. In the evening the visitors were entertained at luncheon by the Board of Trade and the Fire Brigade. Census Enumerator T. W. Bates for the district comprising 22-23-25, including the town of Gleichen, has been working the past two weeks to ascertain to complete his work soon. An enumeration will be made of the Indian population on the Goodfellow Reserve by the agent, George Black-erham.

Mr. and Mrs. Thos. Saunders of 9th Ave. returned on Sunday from a trip to Ontario, where they visited their children.

Mr. and Mrs. Geo. Matthews and Miss Matthews are on a motor trip to Edmonton.

Mrs. A. Rennie of Calgary was the guest of Mrs. T. Henderson for the week end.

He is pleased to see Mrs. T. W. Bates home again, after her illness and operation in Holy Cross Hospital, Calgary.

GIRLS!

GET YOUR NAME ON A PAY ENVELOPE SOONER BY ENROLLING FOR BUSINESS TRAINING NOW



You will be well advised to investigate the advantages of training at the Calgary Business College. Call, write, phone or wire for information.

Mrs. F. C. Res, the Employment Manager has had eleven years' experience in interviewing, training and placing thousands of young people in business positions. Mrs. Res resigned from Gurbitt College to join the Executive Staff of the Calgary Business College. She will help you, too.

Business is Calling for Trained Help. Salaries are Good.

Remember the location is in the heart of the downtown Business district, just two doors West of the Palace Theatre. You are welcome to inspect the school, and interview interested executives.

Inquire about Rapid Calculation. The Calgary Business College has taken out the old pencil drudgery way. The modern way is what you want and will get at C.B.C.

Day School is Open the Whole Year. There is no Summer Holiday. Enroll any Business Day. Why not begin NOW?

CALGARY BUSINESS COLLEGE

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If it's grain... Ask us!

PARRISH & HEINICKE LTD.

Grain Receivers, Shippers and Exporters
An old established firm with a reputation for doing business right.

Head Office - Grain Exchange Bldg., Winnipeg
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When you meet a positive man that will right away with outstaid that he is only giving him says, don't talk to him, for he is quite harmless. Don't tire everybody you meet with your tale of woe about the other fellow or the policeman. Either will settle the trouble.

A local boy's essay on newspapers: "Newspapers are sheets of paper on

which stuff to read is printed. The men look it over to see if their names are in it. I don't know how newspapers came into the world. I don't think God does. The Bible says nothing about editors, and I never heard of one being in heaven. The first editor I heard of was the fellow who wrote up the flood. Some editors belong to the church and some try to raise whippers and all of them try to raise hell in the neighborhood."

The Leavers are Ready for you--Enlist Now

FOR A LOW-COST, SUMMER HOLIDAY

30-day ROUND-TRIP RAIL FARES to the PACIFIC COAST

Friday-Saturday-Sunday

Each Week, May 30 to Sept. 28—Liberal Stopover Privileges

SAMPLE RETURN FARES

GLEICHEN to VANCOUVER

\$23.85 \$25.65 \$27.45

Coach *Tourist *Standard

(Govt. Tax Extra) *Plus Berth Charge

Proportionately low fares from other stations. Apply local ticket agent

Canadian Pacific

WORLD'S GREATEST TRAVEL SYSTEM

BIG ORANGE



A Sure "HIT" in Refreshment!

CALGARY BREWING & MALTING CO. LTD.

CANADIANS ASKED TO
EAT LESS PORK
FOR A FEW MONTHS

The Bacon Board in a statement appealed to the people of Canada to eat less pork of all kinds, including bacon and ham, during the next three months in order that the British supply for more Canadian bacon can be met.

The statement in part is as follows: It will be necessary for the people of Canada, during the next three months to substitute lamb, beef, veal, poultry, vegetables and fruits for pork products of all kinds, including bacon and ham, if the request of the British Ministry of Food for more Canadian bacon is to be met. At the present time Canadians consuming the equivalent in pork products of about 44,000 hogs per week. In March and April of this year the consumption was up as high as 54,000 hogs per week. The decrease of about 10,000 per week was the result of the action of the Bacon Board restricting the supply of pork products to the domestic trade to the average weekly consumption of 1940. This had the effect of increasing the supply for export to Britain, but the requirements which the British Ministry desires are not being met, consequently the people of Canada are asked to co-operate and eat less pork products. It is expected that by next fall the marketings of hogs in Canada will be sufficient in volume to meet British export requirements and leave plenty for home consumption in Canada. It is felt that this appeal to the people of Canada at this time of the year to eat less pork of all kinds, including bacon and ham, will not entail any hardship as there are abundant supplies of other good foods available which will provide very suitable summer menus.

CARD OF THANKS

Mrs. Mary Plante and family wish to express their appreciation of the sympathy and many acts of kindness extended to them in their bereavement and throughout the preceding few months.

TENDERS WANTED

Tenders will be received at the office of the Secretary-Treasurer of the Bow Valley School Division for the purchase of any one or all of the following school houses, up to the hour of noon on Monday, July 1st, 1941:

Boxley Buttes.
Madison Grass.
Rolly Land.
Hammer Hill.
Towers.
Shamrock.
L. McGregor.
Robertson.

Highest or any tender not necessarily accepted.

Locations may be obtained from the Secretary-Treasurer.
G. E. SMITH,
Banana, Alberta.

Thirteen types of land and naval guns, including latest types of anti-aircraft and anti-tank guns, and ten types of mountings, are now being made or will soon be made in Canada.

The first naval gun mounting ever made in Canada has just successfully completed its firing trials. Regular deliveries to the British Admiralty begin this month.

Small arms ammunition factories are producing tens of millions of rounds monthly.

OBITUARY

FREDERICK M. JOHNSTON

Frederick M. Johnston, aged 65 years died at Eventide Home Friday morning. Deceased had lived in the province for the past 30 years, most of the time in the Okanagan district where he had many friends and some relatives. The funeral took place Sunday afternoon when quite a number of people from Okanagan attended. The funeral services were conducted by the Salvation Army under Com. Hardy, after which a service was made in Eventide cemetery.

MRS. CATHERINE MACARTHUR

Mrs. Catherine MacArthur, formerly a resident of Gleichen and mother of Mrs. Gillespie, died in Calgary at the age of 91 years after a brief illness. Mrs. MacArthur was born in Grand River, Prince Edward Island and came west in 1914. She lived in Gleichen for a time and later moved to Calgary and on occasions came to Gleichen to visit relatives. Her husband, Newton, died in P. E. I. in 1914 and a son Jack died a year ago last January. Last May members of her family held celebration at the home of Mrs. Gillespie's in honor of her 91 birthday when she was presented with gifts and flowers.

Surviving are seven daughters, Mrs. Z. Darrow, San Jose; Mrs. A. Green, Mrs. L. Pitts and Miss Carrie MacArthur, all of Calgary; Mrs. L. M. Gillespie of Gleichen; Mrs. C. H. Irlanica; Mrs. E. Urch, Boston, Mass; 12 grand children and four great grand children. Interment was made in the family plot, Burnside Cemetery, Calgary.

MARY CLARA PLANTE

Requiem High Mass was celebrated at St. Victor's Church on Monday June 30th, by Parish Priest, Rev. Father Label, for Miss Mary Clara Plante. The prayers on either side of the Church were said by Father Rios of Cluny, who is an old friend of the family. St. Victor's choir was assisted by the sisters of Providence from Cluny and led by the organist Mr. James Cunningham. A long cortege of cars followed to the cemetery for interment in the family plot, Father Rios conducting the graveside ceremony. Many friends from out of town also attended to pay the last respects to a well-known resident of Gleichen.

Miss Mary Clara Plante was born in Beaumont, Alberta in 1898, and came to Gleichen with her parents in 1908 and resided here ever since. She was an active member of St. Victor's and a ready helper in parish activities. She died in the Holy Cross hospital, Calgary, after a lengthy illness.

Surviving are her mother, Mrs. Mary Plante of Gleichen; one sister Mrs. A. L. Seale of Oakland, California; five brothers: Joseph of Coleman; Thomas of Peace River; Charles of Seattle, Wash.; Frank of Swallow; and John of the R.C.A. at Petawick, Ont.

The pallbearers were Messrs N. T. Creel, P. Fierand, E. Menard, A. Blais, R. Cunningham and L. Desjardins.

FACTS AND FIGURES OF CANADA AT WAR

More than 80,000 Canadian soldiers, sailors and airmen are now overseas. About 70,000 are soldiers. Canadians in the R.C.A.F. and R.A.F. have so far accounted for about 200 enemy planes.

More than 800 Canadian soldiers, sailors and airmen have been killed or missing since the outbreak of war.

When the war began, strength of the Canadian Navy was 13 ships and 3,900 men. Its strength is now 200 vessels and 17,500 men.

Canada has now about 180,000 men in its Active Army—volunteers recruited to serve anywhere—and 170,000 in reserves.

WHEAT DELIVERIES

Producers should carefully study the Government's 1941 Wheat Policy to determine which alternative will bring them the best return.

It will be necessary for producers who wish to deliver their 1940 crop and called from the reserve to August 1st, 1941, when the 1941 crop delivery quota becomes effective.

THE ALBERTA PACIFIC GRAIN COMPANY, LIMITED

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NEW CROP DELIVERIES

Producers! Why Worry?

Consult our agent now regarding your 1941 permits, and all other marketing problems

PIONEER GRAIN COMPANY LIMITED

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MEMBERS OF PARLIAMENT IN BRITAIN'S HOME GUARD—British Members of Parliament who are in the Houses of Parliament Home Guard attend a war office school for Home Guard Officers. There they see demonstrated, and use themselves, every type of weapon issued to the Force. In this picture members of parliament are throwing anti-tank fire bombs.

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